

STAFF REPORT

DATE: February 14, 2022
TO: Sacramento Regional Transit Board of Directors
FROM: Devra Selenis, VP, Communications and Partnerships
SUBJ: DELEGATING AUTHORITY TO THE GENERAL MANAGER/CEO TO AUTHORIZE UP TO 10 FREE RIDE DAYS ON BUS AND LIGHT RAIL TO ENCOURAGE RIDERSHIP

RECOMMENDATION

Adopt the Attached Resolution.

RESULT OF RECOMMENDED ACTION

Approving this action will grant the General Manager/CEO authority to approve up to 10 system-wide “Free Ride” days during Calendar Year 2022, which will build awareness and encourage ridership of SacRT’s fixed-route, paratransit and microtransit mobility services in the Sacramento region.

FISCAL IMPACT

Staff analysis of the fiscal impact for 10 Free Ride days is estimated to cost approximately \$161,834. The breakdown is shown below:

Days of the Week	Daily Fare Revenue Impact	Maximum Number of Days	Total
<u>SacRT Fixed-Route Bus/ Light Rail/SmaRT Ride</u>			
Weekday (Mon-Fri)	\$18,000	6	\$108,000
Saturday	\$10,000	2	\$ 20,000
Sunday	\$10,000	2	\$ 20,000
<u>SacRT GO Paratransit Service</u>			
Weekday (Mon-Fri)	\$ 1,778	6	\$ 10,668
Saturday	\$ 790	2	\$ 1,580
Sunday	\$ 793	2	\$ 1,586
TOTAL:		10	\$161,834

Calendar year 2022 covers two fiscal years. The estimated reduction in fare revenue for the current fiscal year will be absorbed in FY 2022 Operating Budget as fare revenue is trending above budget for the first six months of the fiscal year. A provision will be included in the FY 2023 Operating Budget for the remaining free ride days that fall into that period. The actual impact on each fiscal year will depend upon how the free ride days are distributed.

DISCUSSION

In an effort to generate public awareness and ridership for SacRT, staff is once again requesting that the Board authorize the General Manager/CEO to declare up to 10 Free Ride days in Calendar Year 2022 that will include a mix of weekdays and weekend days. The Free Ride days will be selected in advance and tied with a major occurrence, such as a holiday, rider appreciation, action that benefits the Sacramento region (e.g., Clean Air Day or Election Day), allowing time for promotional opportunity and leveraging partnerships to generate the most impact. The Free Ride days will be valid system-wide on all SacRT fixed-route buses (including Elk Grove Transit and Folsom Stage Line services), complementary paratransit service, SmART Ride microtransit and light rail.

RESOLUTION NO. 22-02-0003

Adopted by the Board of Directors of the Sacramento Regional Transit District on this date:

February 14, 2022

DELEGATING AUTHORITY TO THE GENERAL MANAGER/CEO TO AUTHORIZE UP TO 10 FREE RIDE DAYS ON BUS AND LIGHT RAIL TO ENCOURAGE RIDERSHIP

NOW, THEREFORE, BE IT HEREBY RESOLVED BY THE BOARD OF DIRECTORS OF THE SACRAMENTO REGIONAL TRANSIT DISTRICT AS FOLLOWS:

THAT, to encourage ridership, the General Manager/CEO is hereby authorized to approve up to 10 free ride days in Calendar Year 2022 on SacRT's entire bus system, SacRT GO paratransit service, Smart Ride service and light rail service.

STEVE MILLER, Chair

A T T E S T:

HENRY LI, Secretary

By: _____
Tabetha Smith, Assistant Secretary